

Message Text

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SUBJECT: FY-1978 COUNTRY COMMERCIAL PROGRAM - FRANCE

REF: (A) PARIS 10886; (B) USDOC 12476; (C) USDOC 19501;
(D) STATE 292385; (E) PARIS A-466

1. THE FOLLOWING OBSERVATIONS AND RECOMMENDATIONS REFER TO THE PRELIMINARY FY-1978 CCP INPUTS SUBMITTED PER REFTEL (A) IN RESPONSE TO STATE 054879 AND ARE PROVIDED AS GUIDANCE TO ASSIST THE POST IN FORMULATING ITS DRAFT CONTRIBUTION TO THE FY-1978 PROGRAM. WE IN TURN HAVE BEEN GUIDED PARTLY, BUT BY NO MEANS ENTIRELY, BY POST'S LATEST AND DETAILED "BEST PROSPECTS" LISTING, REFAIR (E).

2. WE CONCUR FULLY WITH POST'S DECISION IN REFTEL (A) TO CONCENTRATE ON SIX PRIORITY CAMPAIGNS IN FY-1978. HOWEVER,
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ONLY THREE OF THE SIX CAMPAIGNS INITIALLY RECOMMENDED APPEAR ON LATEST BEST PROSPECTS LISTING IN REFAIR (E). THESE ARE E.I.P.T. EQUIPMENT, COMPUTERS AND RELATED EQUIPMENT AND HEALTH CARE INDUSTRIES.

3. BY THE SAME TOKEN, SIX OF THE TEN BEST PROSPECTS IN REFAIR (E) DO NOT APPEAR AS INITIATIVE ACTIVITIES TO BE

UNDERTAKEN IN FY-1978. WHILE WE UNDERSTAND REPAIR (E) IS IN RESPONSE TO REQUEST FOR PROMOTION THEMES FOR FY-1979 RPT FY-1979, NEVERTHELESS THE RATES OF GROWTH PROJECTED BY POST FOR FIVE OF THESE SIX "MISSING" CATEGORIES ARE THE SAME IN EACH CASE DURING BOTH FY-1978 AND FY-1979. FOR ELECTRONIC COMPONENTS, THE FRENCH MARKET IS PROJECTED TO GROW 15 PERCENT ANNUALLY; FOR LAB INSTRUMENTS, 15 PERCENT; METALWORKING AND FINISHING EQUIPMENT, 15 PERCENT; COMMUNICATIONS EQUIPMENT AND SYSTEMS, 18 PERCENT; FOOD PROCESSING AND PACKAGING EQUIPMENT, 8 PERCENT; FOR BUILDING SUPPLIES AND EQUIPMENT NO FIGURE TO COVER THE PERIOD FY-1978 AND FY-1979 IS STATED EXPLICITLY. EXCEPT FOR THE LAST TWO CATEGORIES, WHICH APPEAR TO HAVE THE LEAST ATTRACTIVE PROSPECTS, SUGGEST THESE PRODUCT CATEGORIES SHOULD RECEIVE SPECIAL POST SUPPORT IN FY-1978.

4. NEW MARKETING INFORMATION RECEIVED SINCE REFTEL (A) WAS SUBMITTED IN APRIL, 1976 AND CURRENT BUSINESS TRENDS INDICATE THE ADVISABILITY OF A SUBSTANTIAL REORDERING OF PRIORITIES FOR THE FY-1978 C.C.P. SPECIFICALLY, POST MAY WISH TO CONSIDER UPGRADING HEALTH CARE INDUSTRIES AND CONSUMER GOODS TO PRIORITY CAMPAIGN STATUS. REPAIR (E) CLEARLY SUPPORTS THE FIRST. NEW INITIATIVES BEING UNDERTAKEN BY THE POST TO EXPAND IN-STORE AND SHOPPING CENTER PROMOTIONS IN FRANCE PLUS A CONSUMER-ORIENTED THEME SCHEDULED AT THE TRADE CENTER - SPORTING, RECREATION AND LEISURE GOODS - SUPPORT THE LATTER.

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5. BASED ON GOOD PROSPECTS FOR U.S. EXPORTERS INDICATED IN REPAIR (E) FOR LAB INSTRUMENTS AND EQUIPMENT, AND ALSO FOR METALWORKING AND FINISHING EQUIPMENT, POST MAY WISH TO CONSIDER THESE FOR PRIORITY CAMPAIGN TREATMENT IN FY-1978 (NEITHER APPEARED IN REFTEL (A)). PER REFTEL (C), WE INTEND TO PROMOTE LAB INSTRUMENTS AND EQUIPMENT VIA A TRADE CENTER EXHIBITION IN SEP. 1978. ALSO WE ARE PROPOSING A B.I.O. AT THE BIENNIAL MACHINE TOOL SHOW IN PARIS IN MAY 1978, FOR WHICH AN EXCELLENT VTR PACKAGE (PREPARED JOINTLY BY USIA, USDOC AND THE NATIONAL MACHINE TOOL BUILDERS ASSOCIATION) COULD BE MADE AVAILABLE.

6. TO HOLD THE NUMBER OF PRIORITY CAMPAIGNS TO SIX, POST MAY WISH TO CONSIDER REDUCING SOMEWHAT THE PROPOSED LEVEL OF SUPPORT DURING FY-1978 FOR BUSINESS EQUIPMENT, PROCESS CONTROL INSTRUMENTATION, POLLUTION CONTROL EQUIPMENT AND INSTRUMENTATION, AND OCEAN AND SEABED TECHNOLOGY. IN VIEW OF LIMITED POST RESOURCES AND POST'S JUDGMENT THAT THEY

ARE NOT IN LIST OF TOP TEN PROSPECTS, IT MAY ALSO BE

ADVISABLE TO DEFER AVIONICS AND AGRICULTURAL EQUIPMENT THEMES UNTIL FY-1979, OR INCORPORATE THEM IN A SPECIAL EFFORT TO MONITOR MAJOR PROJECTS.

7. TWO THEMES THAT WE INTEND TO ACTIVELY PROMOTE AT THE TRADE CENTER DURING FY-1978 (DEPENDING ON RESULTS OF RESEARCH)--SECURITY EQUIPMENT AND EQUIPMENT FOR MUNICIPALITIES--WE COMMEND FOR CONSIDERATION TO RECEIVE SPECIAL POST SUPPORT. ANOTHER THEME, COMMUNICATIONS EQUIPMENT, LISTED BY POST IN REPAIR (E), WILL BE PROMOTED VIA BSP'S IN FY-1978. WE SUGGEST THAT IT, TOO, BE INCLUDED TO RECEIVE SPECIAL POST SUPPORT.

8. WE ARE PROPOSING THREE B.I.O.'S FOR FRANCE IN FY-1978
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TO BE FUNDED BY USDOC AND IMPLEMENTED BY POST. IF SICOB (BUSINESS EQUIPMENT) AND COMPOSANTS (ELECTRONIC COMPONENTS) GET HIGHEST RATING, ALONG WITH MACHINE TOOL SHOW, POST MAY WANT TO CONSIDER THIS AS ADDITIONAL JUSTIFICATION FOR INCLUDING BOTH THEMES TO RECEIVE SPECIAL POST SUPPORT.

9. THE LEVEL OF INPUT TO THE FTI CONTINUES TO BE RATHER LOW, EVIDENTLY BECAUSE PRODUCTION OF WTDRS HAS BEEN SLACK DURING RECENT RECESSION. WE COMMEND TO POST THE POSSIBILITY OF ACTIVELY STIMULATING THE ON-GOING BUSINESS OF PROSPECT INFORMATION REPORTS AND INCLUSION OF A SPECIAL REPORT IN THE DRAFT C.C.P.
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